

Brand & Graphic Identity



WEST VIRGINIA STATE
UNIVERSITY



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As a service to the West Virginia State University (WVSU) community, the Communications & Marketing team has developed this Brand and Graphic Identity Manual to help campus communicators adopt a graphics and writing style that is consistent and appropriate for University use.

Every WVSU publication has one thing in common, no matter where it originates; it can perform more effectively to all audiences if it has a clear and consistent message.

This manual is a guide for all University members in understanding and creating a consistent, unified look for WVSU. The grammar section, while not comprehensive, is intended to address common issues. Most of the rules are based on the *Associated Press Style Manual*, while a few have evolved for specific use at WVSU.

The Communications & Marketing team looks forward to working with the University community as we continue to define and strengthen the West Virginia State University brand.

Brand Components

WVSU Institutional Logo

The WVSU institutional logo is the primary brand of the University. It must appear on all communications, printed or electronic. Materials containing former versions of the logo are not to be used. See usage guidelines beginning on page 5.



University Seal

The seal is reserved for materials related to the Office of the President, Board of Governors and official documents. For further information, or for approval to use the seal on other materials, contact Communications & Marketing. See usage guidelines on page 14.



Athletic Logo

The athletic logo may only be used for promotion of the WVSU athletics department and its licensed suppliers. Additional information regarding these symbols may be obtained by contacting Communications & Marketing. See usage guidelines beginning on page 15.



Institutional Logo

Configurations

There are two configurations: horizontal and vertical. The horizontal version should be used as the official University logo whenever possible.

Clear Space

To create maximum impact, the logo requires specific clear space around all sides. This clear space should be free of imagery, graphics, text, folds or any other element that may interfere with the clarity of the brand.

Sizing

Minimum reproduction size is 2" in length for the horizontal version and 1" for the vertical version.

Placement

Consistent placement of the logo helps strengthen the University's brand. The logo should be placed prominently on the front and/or back of each publication.

Obtaining the Logo

To ensure quality, the logo should be obtained in electronic format from Communications & Marketing and not copied from existing media. The logo should not be copied from the internet, as the relatively low resolution of web graphics will cause the logo to look pixelated when reproduced in print publications.



Official Colors

Black and WVSU Gold are the primary colors for West Virginia State University. Gray is also used in the WVSU logo. These colors are to be used for external marketing materials of the University.



WVSU Gold
C:20 M:30 Y:100 K:0
R:207 G:171 B:43
Spot: PMS 7752C



Black
C:0 M:0 Y:0 K:100
R:0 G:0 B:0
Spot: PMS Black



Gray
0:C 0:M 0:Y 70:K
R:128 G:129 B:132
Spot: PMS Cool Gray 8C

Logo Typeface

Open Sans must be used for the sub-brand name in the logo and header/footer of the University stationery.

Open Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Official Fonts

Open Sans must be used for the headers on external University marketing materials. Body copy is to be Adobe Garamond Pro. Any other fonts used must be approved by Communications & Marketing at (304) 204-4034 or fullerml@wvstateu.edu.

Adobe Garamond Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Approved Color Usage

Approved color usage for the institutional logo allows for several options in print production. The logo should always appear in one of the color configurations shown here, using the approved colors.

When the background color is dark, the reversed version should be used. In case you need to place the logo over a photo, it must appear on a simple background that does not distract from the logo. One-color version is only available in black or white, the logo cannot be reproduced in solid gold as shown below, unless special permission has been granted by Communications & Marketing.

NOTE: Boxes throughout guide represent backgrounds and are not part of the official logo.



All gold version for professional printing only. Special permission required.



Prohibited Usage



Do not add elements or combine with other graphics



Do not add any effect



Do not distort or change the proportion/size of graphic components



Do not recreate a different graphic identity or signage using a component of the logo



Do not alter colors



The logo should not be copied from the internet or other existing media

The University Logo with Sub-Branding Components

When branding, it is important to maintain a consistent look. To create varying identities is counterproductive to our objectives and confusing for the public.

Academic colleges, schools and administrative offices are not allowed to have their individual “branding (logo)” in lieu of, or in addition to, the University logo.

Rather, each group is represented with placement of its name in a specified body of type beneath the institutional logo as shown at left.

College or administrative office specific sub-branded University logos **must be created and approved by** Communications & Marketing. For additional information, contact the team at (304) 204-4034 or fullerml@wvstateu.edu.



Horizontal Version



Vertical Version

Unique Brand Identities

WVSU Foundation, WVSU Research & Development Corporation and the National Alumni Association have their own brand identities based on the institutional logo. They are the only entities on campus allowed to have such unique brand identities.

NOTE: *Some University programs do have their own graphic identities, such as those within WVSU Extension Service. All graphics must be created by Communications & Marketing. A project request does not guarantee acceptance.*



Secondary Logo

The WVSU initials are used as a secondary identifier for the University. The letters use the same typeface as the institutional logo. The graphic and the color combination can be produced in the same way as the primary logo.

This version is designed to be used when nothing more complex will work effectively—as on small promotional items.

Otherwise, the WVSU initials should not be used in typical print and electronic applications, as it conveys, by definition, an abbreviated and more casual image of the University. Use of the secondary logo requires prior approval from Communications & Marketing.



It starts at STATE

The University's official tagline for marketing and communications is It starts at STATE, a message reflective of the fact that every story has a beginning — a start — and many journeys to success have started right here at West Virginia State University. From successful alumni to current students to youths participating in our special camps or programs, part of every Yellow Jacket's journey has started at STATE.

The tagline has a graphic identity, which is **only** to be used by the Office of Communications & Marketing on official University marketing materials. No campus office or entity is to use the official "It Starts at STATE" graphic element on materials unless created or approved by the Office of Communications & Marketing.

Text-based and social media usage of the tagline is encouraged. When referring to the tagline in the body of a text document, use the following format:

It starts at STATE

For use on social media, the University's approved hashtag is as follows:

#ItStartsAtSTATE

For additional information on use of the University's marketing tagline, contact the Office of Communications & Marketing.

I T S T A R T S A T
STATE

I T S T A R T S A T
STATE

I T S T A R T S A T STATE

I T S T A R T S A T STATE

Spirit Mark

The WVSU Spirit Mark is the secondary identifier for the University's athletic programs and student organizations. The Spirit Mark can be used interchangeably, or in combination with, the Stinger graphic, as pictured below.

Because of the informal nature of the WVSU Spirit Mark, it is not intended to represent the various academic, research or outreach areas within the University. It can be used, however, as a decorative or retail product image on items such as sweatshirts and other apparel, coffee mugs, folders, etc.



Stinger Graphic

The graphic of the West Virginia State University mascot, Stinger, can be used for non-academic purposes. It is highly preferred that the full-color logo be used whenever possible. If the full-color version is not possible, then it is preferred that the logo be reproduced in the black versions shown. (It can be in all-white on dark background colors.) When using the left-facing version, be sure that the "S" in the graphic is facing the correct direction. The logos should never appear in any colors other than those shown on this page, without prior written consent from Communications & Marketing.



T-shirt Designs

All t-shirt designs must be approved by Communications & Marketing before production begins.



Do not make the graphic look like a negative

University Seal

The official University seal has limited use. The seal adds authority and authenticity to important documents, including diplomas.

It is used primarily on official University documents such as transcripts, major report and research covers, diplomas, contracts, formal invitations and engraved notecards. It may also appear on selected gift items upon proper licensing and Communications & Marketing approval. The seal should never be used in less formal applications.

The seal must be used in one color scheme, WVSU gold, black or white (on dark background color).

For further information, or for approval to use the seal on other materials, contact Communications & Marketing at (304) 204-4034 or fullerml@wvstateu.edu.



OFFICIAL USE ONLY

The symbols in the seal have these meanings:

Books: The quest for knowledge

Chemical retort: Research; furthering study

The justice scales: Impartiality

Veritas Lux Mundi: Latin for "Truth, the Light of the World."



Clear Zone

Clear space requirements must be observed, except in special, pre-approved circumstances

 = 1/6 X

X= diameter of the seal

Athletic Logo

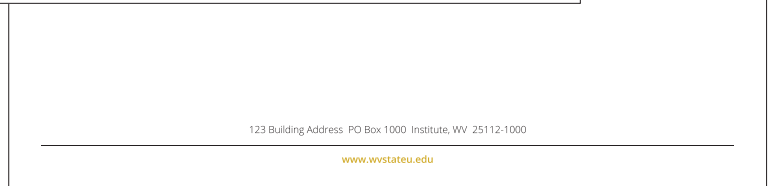
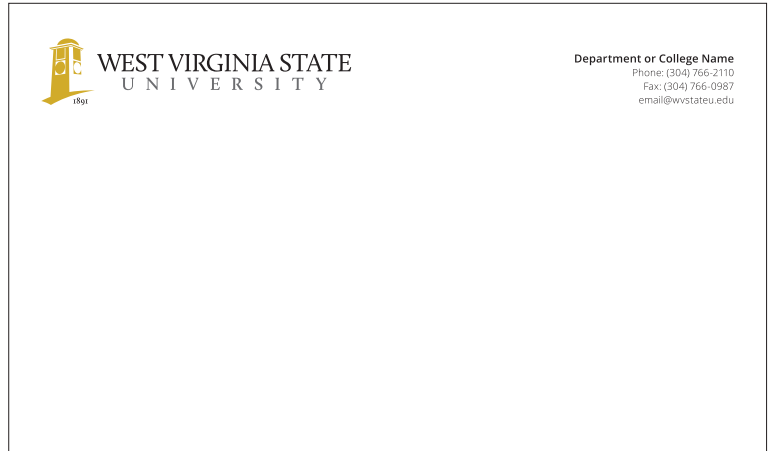
The WVSU primary athletic logos are the preferred marks to represent WVSU athletics. They are not, however, intended to represent any department or program area not directly associated with athletics. It is highly preferred that the full-color logo be used whenever possible. The logos should never appear in any colors other than those shown on this page without prior written consent from Communications & Marketing.



Stationery

Examples of approved WVSU letterhead, envelopes and business cards are shown as they should be used by all colleges, administrative offices and departments within the institution.

Stationery should be printed at WVSU Printing Services. Unauthorized reproduction and duplication of the letterhead, envelope and business card are prohibited. If you have questions, contact WVSU Printing Services at (304) 766-3215.



Department name not to exceed 2 lines

PowerPoint® Templates

PowerPoint® templates utilizing the university brand are available for download at wvstateu.edu/marketing.

Although a usage of these templates is not required, it is strongly recommended in order to enhance the University's brand identity.

If you need to modify these templates specific to your department or program, contact Communications & Marketing.

NOTE: Development of PowerPoint® slides is an individual's responsibility. Communications & Marketing will not provide a service to build a presentation; however, the staff will be available if you need advice.



Marketing & Communications

This manual addresses the major issues of communication applications, such as color, typography, layout and writing style; however, it cannot address every design situation that may arise. Assistance is available and highly recommended if you are planning to produce a printed or interactive piece promoting the University.

Communications & Marketing staff is available to help interpret the guidelines and to assist with challenging design and communication issues.

To request assistance with graphic design and/or marketing materials, please submit an online request at wvstateu.edu/marketing.

Photography & Videography

These services are available only to administrative offices, academic colleges/departments and athletics within West Virginia State University and the WVSU R&D Corporation. To submit a request for photography or videography, visit wvstateu.edu/marketing. Availability of a photographer or videographer is not guaranteed.

Access to Artwork

To receive digital versions of the graphics contained in this manual, please contact Communications & Marketing.

Process for Requesting Print/Design Projects

- Only University and R&D offices are eligible for graphic design and publication services.
- Submit each request online at wvstateu.edu/marketingw.
- Any necessary photos or graphics must be attached to the request form when submitting. All photos/graphics must be submitted as high resolution (300 dpi) images or vector graphics.
- All text must be provided in a Word document at time of form submission. Thoroughly check all facts, names and dates before submitting as final copy.
- Once layout and design is finished, a sample will be provided to the client to approve. It is the client's responsibility for final approval of design and copy before the project is sent to be printed.
- The cost of all printed materials are the responsibility of the client.

All Publications Must Contain the Following

- Appropriate official WVSU logo must appear on all print materials.
- Affirmative Action statement must appear on print materials. (see page 19)
- An ampersand (&) should be used instead of "and" for all college and division names.
- Phone numbers must include area code, presented in this format: (304) 204-4034.

Social Media

The University has a presence on Facebook, Twitter, Instagram, YouTube and LinkedIn. All staff and faculty members are encouraged to follow these accounts for the latest University news and updates. Anyone with questions on setting up a new WVSU-related page, social media strategy, or implementation should contact the Digital Marketing Specialist at (304) 766-4288 or msheets@wvstateu.edu. To determine if social media can help your department or program reach its audience, and for tips on setting up a WVSU-affiliated social media account, review our **Social Media Procedures & Guidelines** document, available for download at wvstateu.edu/marketing.

Tips on Setting Up Your Social Media Account

- Determine which platform is best for your audience.
- Contact the Digital Marketing Specialist with your proposed social media idea, including the suggested account administrator.
- Establish at least one faculty or staff person designated to monitor the account.
- Ensure the placement of West Virginia State University, WVSU or WVStateU precedes your department name.
- Ensure that your social media artwork and posts adhere to the logo and visualization guidelines established in this document and in the **Social Media Guidelines and Procedures** document available online at wvstateu.edu/marketing.

Affirmative Action Statement

All University marketing materials should carry an affirmative action statement whenever possible. Placement within the publication is discretionary. The statement may appear no smaller than 6 pt. The text options are listed below.

Full Version

West Virginia State University does not discriminate on the basis of race, color, age, religion, national origin, sexual orientation, gender identity, sex, marital status, disability or status as a U.S. veteran.

Short Version

West Virginia State University is an equal opportunity and affirmative action institution.

All Research & Development Corporation pieces must include the following statements.

ADA Compliance Statement

Reasonable accommodations will be made to provide this content into reasonable alternate accessible formats upon request. Please contact our offices at (304) 766-5224 or justin.cherry@wvstateu.edu.

EEO Statement

West Virginia State University Research & Development Corporation is an equal opportunity, affirmative action institution that does not discriminate on the basis of race, color, religion, sex, national origin, disability or veteran status in any of its programs or activities.

Editorial Guidelines

Communications & Marketing follows the Associated Press (AP) style in its news releases and publications.

Following are some of the most relevant AP style guidelines that pertain to WVSU. For additional AP style guidelines, visit apstylebook.com, or owl.english.purdue.edu/owl/resource/735/02/.

Academic Degrees

Do not capitalize academic degrees when they are spelled out. Spell out and lowercase: bachelor's degree, master's degree, or doctorate degree. (The term doctoral degree or doctorate is preferred.) Each of these terms requires an apostrophe before the "s."

Academic Units

Academic units at West Virginia State University are colleges, referred to as the:

- College of Arts & Humanities
- College of Business & Social Sciences
- College of Natural Science & Mathematics
- College of Professional Studies

The chief administrator of each college is the dean.

When referring to academic departments use lowercase except for words that are proper nouns: the department of history, the history department, the department of English, the English department.

Academic Titles

Capitalize and spell out formal titles when they precede a name. Lowercase elsewhere, such as after a name.

Addresses

For numbered addresses, always use figures. Abbreviate *Ave.*, *Bldv.*, and *St.* and directional cues when used with a numbered address. Always spell out other words such as *alley*, *drive* and *road*. If the street name or directional cue is used without a numbered address, it should be capitalized and spelled out. If a street name is a number, spell out First through Ninth and use figures for *10th* and higher. Here are some examples of correctly formatted addresses: *101 N. Grant St.*, *Northwestern Avenue*, *South Ninth Street*, *102 S. 10th St.*, *605 Woodside Drive*.

African American

No hyphen.

Ages

Always use numbers.

Alma Mater

Use lowercase when referring to a school that one attended. Capitalize when referring to the song, and place in quotes – "Alma Mater." For example: WVSU is Joe Smith's alma mater; At the conclusion of commencement the audience is asked to stand and sing the "Alma Mater."

Alumni, alumna, alumnus, alumnae, alum

Alumna refers to a woman, alumnus refers to a man. Alumnae refers to women only, alumni refers to women and men. Alum is a casual term referring to either male or female.

Ampersand

An ampersand (&) should be used instead of “and” for all college and division names.

Board of Governors

Capitalize Board of Governors (BOG) on its first use; thereafter, use BOG when referring to that group.

capital, Capitol

A capital is a city or town that is the official seat of government. When used in a financial sense, capital describes money, equipment or property used in a business. A Capitol is a building occupied by the legislature. Capitalize references to the State Capitol building in Charleston, or the Capitol building in Washington, D.C., where the U.S. Congress holds its sessions.

Commas in a series

Use commas to separate elements in a series of three or more items, but do not put a comma before the conjunction in the series. Example: The flag is red, white and blue.

Email

One word with no hyphen.

First annual

In AP style, an event cannot be described as “annual” until it has been held for two successive years. Do not use the term “first annual.” Instead say the sponsors plan to hold the event annually, or this is the inaugural event.

“For” vs. “Of”

When used in a vice president’s title, “for” should be used. When used in a director’s title, “of” should be used. Example: Vice President for Advancement; Director of Communications.

Fundraising

According to AP style, this is all one word, not hyphenated.

HBCU

The Higher Education Act of 1965, as amended, defines an HBCU as: “...any historically black college or university that was established prior to 1964, whose principal mission was, and is, the education of black Americans, and that is accredited by a nationally recognized accrediting agency or association determined by the Secretary [of Education] to be a reliable authority as to the quality of training offered or is, according to such an agency or association, making reasonable progress toward accreditation.”

West Virginia State University is a Historically Black College or University (HBCU).

Hyphen

Most two-word compound adjectives are hyphenated when placed before the noun. See examples below.

The committee followed the established decision-making process.

She is a full-time student.

He lives in on-campus housing.

Compound adjectives of three or more words are hyphenated when placed before the noun.

e.g. It was strictly a spur-of-the-moment decision.

Do hyphenate all compound adjectives where the second adjective ends in -ed. For example:

He is a high-spirited youngster.

Use hyphens with nouns that represent different and equally important functions when they form a single expression. See examples below.

This award recognizes exceptional student-athletes.

The program will prepare you to become a successful nurse-practitioner.

The following prefixes are generally not hyphenated.

ante	inter	non	sub
anti	intra	over	super
bi	macro	post	supra
bio	meta	pre	trans
co	micro	pro	ultra
counter	mid	pseudo	un
extra	mini	re	under
Infra	multi	semi	

Almost all “self-” and “ex-” compounds are hyphenated except selfless, selfish and selfsame.

Land-grant

The term “land-grant” is hyphenated.

Majors and Minors

Names of majors, minors, concentrations and programs are in lowercase, unless the major or minor is the name of a language such as English or Spanish.

Numbers

In general, spell out numbers below 10 and use figures for 10 and above.

When larger numbers must be spelled out, use a hyphen to connect a word ending in “y” to another word. Example, twenty-one, thirty-one, etc.

Quotation Marks

The period and the comma always go within the quotation marks. The dash, the semicolon, the question mark and the exclamation point go within the quotation marks when they apply to the quoted matter only.

Race

Capitalize names of races (African American, Caucasian, Latina/o, Asian, Native American), but do not capitalize “black” or “white” when referring to race.

Rooms

Capitalize only when used with a number, letter or name. In combination with the building name, use the number only. See examples below.

Correct: We will be in Room 113.

Correct: We will be in 113 Ferrell Hall.

Correct: We will be in the conference room.

State Names

The names of the 50 U.S. states should be spelled out when used in the body of a story, whether standing alone, or in conjunction with the name of a city or town. State names are only abbreviated in datelines or lists. When necessary to abbreviate West Virginia, it should appear as W.Va.

State of the University

Capitalize all references to President Jenkins’ annual address.

Student Classifications

Do not capitalize freshman, sophomore, junior, senior or graduate student.

Telephone numbers

Use hyphens — not periods — between the numbers and place the area code in parentheses.

Example: The main number for the Admissions Office is (304) 766-3033

Titles

Generally, capitalize formal titles when they appear before a person’s name, but lowercase titles if they are informal, appear without a person’s name, follow a person’s name or are set off before a name by commas.

University

University is capitalized when referring to West Virginia State University.

Website

One word (not two) with no hyphen. Also webcam, webcast, webpage and webmaster are all one word.

West Virginia State University

The University is referred to as West Virginia State University and WVSU on subsequent references within the same document. The term “Yellow Jackets” can be used in referring to the University’s athletic teams.



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